REFFRENCE
PROVINCIAL
LIBRARY
VICTORIA, B. C.

BRITISH COLUMBIA
FRUIT

ious · Canadian · Home Grown

Your Dealer for It!

P
629
B862b

634
B66-b

Introductory

THIS booklet is issued by the British Columbia Fruit Growers' Association. Members of this Association are fruit growers from all parts of the Province of British Columbia and the object of the Association is the advancement of the industry in the Province. Its Directors are representative men from every fruit growing district of the Province elected annually and, for the year 1914, they are as follows:

EXECUTIVE COMMITTEE

President:
W. C. RICARDO, Vernon

Vice-President:
THOMAS ABRIEL, Nakusp

Secretary:
R. M. WINSLOW, Victoria

R. M. PALMER, Cowichan Bay
W. S. FOGGO, Vernon
F. D. NICHOLSON, Salmon Arm
JAMES BOOKE, Grand Forks

W. F. SOMERS, Victoria; W. N. SHAW, Gabriola Island; J. C. METCALFE, Hammond; R. C. ABBOTT, Mission; GEORGE I. THORNTON, Sardis; C. C. CLARK, Kamloops; J. E. REEKIE, Kelowna; W. R. POOLEY, Kelowna; W. A. LANG, Peachland; R. V. AGUR, Summerland; E. W. MUTCH, Penticton; J. J. ARMSTRONG, Keremeos; JAMES JOHNSTONE, Nelson; E. NORMAN, Mirror Lake; J. COMPTON, Creston; the HONORABLE THE MINISTER OF AGRICULTURE, and the DEPUTY MINISTER OF AGRICULTURE, ex-officio.

Why B. C. Fruit?

WHY should the people of Western Canada give first preference to British Columbia fruit? Primarily because it is the best fruit they can buy. Official records show that the fruit grown in British Columbia today ranks among the best in the world and British Columbia supplies to Western Canada the best of her crop. The fact that the British Columbia summer and fall fruit, in some varieties at least, is later in reaching the Prairie market than the fruit from some other sources, is readily accounted for by the cooler and later season, which means more perfect flavor. B. C. fruit is tree-developed, whereas much of the fruit that floods the Prairie market from other great producing centres is picked green from the trees and ripens partially in transit or in storage. The B. C. fruit supplied to the Prairies is the pick of the orchard. It is graded, packed and shipped in accordance with Dominion Government standards.

Inter-Provincial Trade

The plea of reciprocal trade is not one that would be put forward by the B. C. Fruit Growers, were it not possible for them first to lay claim to prime quality for their products and the highest standard of selection and packing. Consider for a moment, people of the Prairie: The total that we buy from you at the present time in agricultural products amounts to no less than twelve million dollars a year. Yet at the present rate of demand, we sell you only one million six hundred thousand dollars' worth of our fruit and vegetables combined each year. Thus the balance of agricultural exchange is in your favor to the extent of no less than ten million four hundred thousand dollars annually.

PROVINCIAL LIBRARY
VICTORIA, B.C.
189879

Growth of B.C. Fruit Industry

THE fruit industry in British Columbia has made progress within the past few years. It is still in its infancy but, assisted by the splendid work of the Provincial Government and helped by the success of co-operative organizations among the fruit growers themselves, it is increasing rapidly and is now on a par with the fruit industry in others of the best fruit districts of North America. Last year thirty-eight thousand one hundred and ninety-six acres of orchard was to be found in British Columbia. There will be much more this year. Besides this there were one thousand six hundred acres in strawberries and other small fruits. The high quality of British Columbia grown fruit is clearly demonstrated in the success this fruit has had at various exhibitions throughout the world in competition with fruit from many sources. British Columbia fruit has won the highest awards consistently for many years at such great exhibitions as the National Apple Show of Spokane, Washington, located in the heart of one of the great apple growing districts of United States; the National Exhibition at Toronto and at various exhibitions throughout Great Britain.

It's Up to You

The majority of those engaged in fruit growing in British Columbia are people of moderate means who have come to this Province primarily to engage in fruit growing. They are white people, often highly educated, and always of a very high average of intelligence. They have mastered most of the difficulties of production very successfully; and now face the problem of successful marketing, in which they have to meet the keenest of

competition in the older districts of Ontario and the Northwestern States. They are highly deserving of your support. The fruit industry in British Columbia has been developed to supply the markets of Western Canada with Canadian fruit and the orchards in British Columbia were planted with those markets in view.

Watch for the B. C. brand on the box. When you see it you can depend upon getting graded, delicious, tree-ripened, properly packed, British Columbia Canadian grown fruit. Preference on your part for B. C. fruit on its merits is essential to the success of the industry. Insist on purchasing British Columbia fruit and so increase the purchasing power of your best customer, while at the same time you obtain for yourselves the finest fruit the world produces—and Canadian grown. With such fruit as this at your door, grown by people of your own nationality, in your own country, why should you not give this the preference when you purchase? When you buy fruit under the British Columbia brand, you are assured of full measure, prime quality and a square deal from first to last. Look for the B. C. brand on the box and buy B. C. fruit!

Best Time to Buy B. C. Fruit

The following British Columbia Fruits are to be had in prairie and coast markets within the dates mentioned:

Strawberries	June 1st-July 15th
Raspberries	July 1st-Aug. 10th
Blackberries	July 20th-Aug. 31st
Cherries (Preserving)	July 10th-Aug. 10th
Cherries (Sweet)	July 1st-Aug. 15th
Apricots	July 25th-Aug. 15th
Peaches (Dessert)	July 20th-Oct. 10th
Peaches (Preserving)	Sept. 10th-Oct. 5th
Plums (Dessert)	Aug. 1st-Oct. 10th
Plums (Preserving)	Sept. 10th-Oct. 5th
Crabapples	Aug. 25th-Sept. 30th
Pears, Bartletts	Aug. 5th-Sept. 30th

Simple Jam Making and Fruit Canning Recipes

CANNING

Plan to do your canning at a time when you can secure British Columbia fruits. We give the proper dates on another page of this booklet.

Fruit for canning should be fresh, firm, of good quality and not over-ripe.

Making the Syrup:—Weigh out sugar to equal one-third of the weight of the fruit, and for each pound of sugar add three cups of water; boil sugar and water to make a thin syrup.

Preparing the Fruit:—Large fruits, such as plums, prunes, apricots and peaches should be washed, but berries should not. Halve plums, prunes and apricots to remove the stones.

Pack fruit tightly in sterilized jars. Set the jars in a pan of hot water and fill them quite full with syrup; screw or place covers on loosely. Place jars in warm water, up to the neck, in kettle or boiler stove and bring gradually to the boil. For berries of any kind and cherries, boil 10 to 15 minutes; for large fruits, boil 20 minutes; then remove jars from kettle; add boiling syrup to fill, and screw lids down tightly.

JAM MAKING

The method given below is very simple and, at the same time, preserves the natural flavor and color of the fruit much better than other commonly used methods.

Use only fruit that is fresh, firm, of good quality and not over-ripe.

The various fruits are to be prepared as required; strawberries are to be hulled; raspberries, loganberries,

blackberries and blueberries require no special preparation. Halve apricots, plums, and prunes and remove the stones. Apricot seeds added to apricot jam give an agreeable nutty flavor.

Pick over fruit and mash in preserving kettle. Put on stove and bring gradually to a boil, stirring from time to time. The drier fruits, such as apricots and plums, may require some water to prevent burning. Boil from 15 to 20 minutes, stirring and skimming frequently.

Heat an equal weight of sugar and add gradually to boiling fruit. Boil 10 to 15 minutes or until clear, stirring constantly. Seal in sterilized jars.

How to Buy B. C. Fruit

IF YOU ARE A RETAILER—You can buy B. C. Fruit:

(1) From your jobber;
(2) Or from the fruit selling agencies in British Columbia;
(3) Or from the fruit grower direct.

IF YOU ARE A FARMER—You can buy B. C. Fruit:

(1) From your grocer;
(2) Or from your local farmers' organization;
(3) Or from your fellow farmer, the B. C. fruit grower, direct.

IF YOU ARE A CITY DWELLER—You can buy B. C. Fruit:

(1) From your grocer;
(2) Or from the B. C. grower direct.

You can get a list of growers and shippers of B. C. Fruit from:

R. M. WINSLOW
Secretary B. C. Fruit Growers' Association
Victoria, B. C.

PROVINCIAL LIBRARY
VICTORIA, B. C.

SEE THAT YOU GET BRITISH COLUMBIA FRUIT

What Varieties of B. C. Apples to Use and When

MONTH	DESSERT	COOKING
January February	Akin Red, Baldwin, Bellefleur, Cox Orange, Delicious, GRIMES GOLDEN, Hubbardson, JONATHAN, Red Cheek, Rome Beauty, Salome, SPITZENBERG, SPY, WAGENER, Winesap, Winter Banana, Yellow Newtown.	Akin Red, BALDWIN, BEN DAVIS, GANO, Red Canada, Rome Beauty, Salome, SPY, Wagener, Winesap, Yellow Newtown, York Imperial.
March April	AKIN RED, Baldwin, DELICIOUS, Gano, Red Cheek, ROME BEAUTY, Spy, WAGENER, WINESAP, YELLOW NEWTOWN.	BEN DAVIS, GANO, ROME BEAUTY, YELLOW NEWTOWN.
May	AKIN RED, Ben Davis, Gano, ROME BEAUTY, WINESAP, YELLOW NEWTOWN.	BEN DAVIS, GANO.
July	Early Harvest, YELLOW TRANSPARENT.	Astrachan, DUCHESS, YELLOW TRANSPARENT.
August	Astrachan, YELLOW TRANSPARENT.	Astrachan, DUCHESS GRAVENSTEIN, Yellow Transparent.
September	DUCHESS, GRAVENSTEIN, WEALTHY.	ALEXANDER, DUCHESS, Gravenstein, Jeffris, McINTOSH, WEALTHY, Wolf River.
October	Cox Orange, King David, GRAVENSTEIN, Jeffris, KING, McINTOSH, WEALTHY.	Alexander, Bellefleur, Gravenstein, GREENING, Grimes Golden, Hubbardson, JONATHAN, King, McIntosh, PEWAUKEE, Red Canada, Red Cheek, Salome, Stayman, WEALTHY.
November	Bellefleur, Cox Orange, Greening, GRIMES GOLDEN, Hubbardson, JONATHAN, KING, McINTOSH, WAGENER, WEALTHY, Winter Banana.	Bellefleur, Baldwin, Gano, GREENING, Grimes Golden, Hubbardson, JONATHAN, King, PEWAUKEE, Red Canada, Red Cheek, Salome, SPY, WAGENER.
December	Baldwin, Bellefleur, Delicious, GRIMES GOLDEN, Hubbardson, JONATHAN, KING, McINTOSH, Red Canada, Salome, SPITZENBERG, SPY, WAGENER, Winesap, Winter Banana.	Akin Red, BALDWIN, Ben Davis, Gano, Hubbardson, Pewaukee, Red Canada, Red Cheek, Rome Beauty, Salome, Spitzenberg, Spy, WAGENER, Winesap, Winter Banana, Yellow Newtown.